



**NATIONAL  
SPORTS FORUM**

**BUSINESS DEVELOPMENT  
COORDINATOR  
WWW.SPORTS-FORUM.COM**

## 2022 NATIONAL SPORTS FORUM – FEBRUARY 27 – MARCH 1, 2022

### About the Organization:

Seaver Marketing Group- a sports marketing firm based in San Diego, California- operates an annual sports industry conference, the National Sports Forum, as well as educates and connects sports industry professionals on a year-round basis through the NSF Virtual Summit Series and the NSF Innovation Expo. Currently in its twenty-sixth year, the National Sports Forum is the largest multi-sport, inter-league gathering of sports team marketing, sales, sponsorship and fan entertainment executives in North America. The conference and trade show features presentations and networking opportunities for top executives from all major sports teams, leagues, and organizations, including MLB, NFL, NBA, NHL, MLS, Motorsports, and collegiate athletics. The NSF Virtual Summits are a series of virtual events that keeps NSF attendees connected on a year-round basis to discuss best practices, share ideas, and network with their peers. The NSF Innovation Expo is an annual hosted buyer event where the NSF sets 1:1 virtual meetings between vendors/service suppliers in the sports industry and team-side executives interested in learning about new services.

### About the Position:

The Business Development Coordinator position at Seaver Marketing Group will be responsible for researching and producing sales leads for the National Sports Forum, NSF Virtual Summits, and the NSF Innovation Expo. This position will also require the candidate to compile a weekly sales lead list sent directly to the Vice President of Business Development of the National Sports Forum. By learning from the ground up, the candidate will learn the entire process of sponsorship sales/activation and eventually, if the fit is right, have the opportunity to practice what has been learned.

### Specific Responsibilities:

- **Researching and drafting** sponsorship leads for the National Sports Forum, NSF Virtual Summits, and NSF Innovation Expo
- Assist with the 2022 National Sports Forum Trade Show and other revenue generating programs—including **finding and developing** new **sales leads** for potentially new exhibitors that would benefit from gaining exposure to the NSF audience as a result of becoming involved with the National Sports Forum
- **Selling** Attendee Badges, Trade Show Booths, and Sponsorships to prospective companies for the National Sports Forum
- **Selling** Attendee Badges and Sponsorships to prospective companies for the NSF Virtual Summits
- **Selling** 1:1 meeting bundles to prospective companies for the NSF Innovation Expo
- Keeping an updated list of potential **future partners**
- Assist with **Sponsorship Activation** and assuring that all sponsorship contracts are activated and fulfilled
- **Other** writing, production, and administrative duties as assigned

### Education:

- Graduate from a bachelor's program

### Knowledge and Skills Requirements:

- Outstanding writing ability
- Excellent communication and public relations skills
- Ability to meet deadlines
- Detail oriented
- Superb time management skills
- Ability to follow directions, execute a vision, and think "outside the box"
- Maturity, good judgment, and exceptional attitude
- Excellent computer skills, including Microsoft Office applications (Word, Excel, PowerPoint, Photoshop)

This position is ideal for a recent college graduate looking to get experience and work in the professional sports industry. This is a FULL TIME (40 hrs/week) position with a base salary + 10% commission structure. This position is open IMMEDIATELY.

If you are interested, please respond via email with a resume AND cover letter that expresses your interest in the position and outlines your schedule availability.

**To apply, please contact:** Mitch Heimbach | Email: [MITCH@SPORTS-FORUM.COM](mailto:MITCH@SPORTS-FORUM.COM)

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